



# CITY OF LODI

## COUNCIL COMMUNICATION

AGENDA TITLE: Downtown Revitalization Plan

MEETING DATE: September 1, 1993

PREPARED BY: City Manager

RECOMMENDED ACTION: Discussion and appropriate action.

BACKGROUND INFORMATION: The City of Lodi hosted a "Downtown Revitalization Symposium" on August 5, 1993 for businesses, City staff, and citizens of Lodi. The symposium was sponsored by 20 businesses in the community with no out-of-pocket expense to the City. Michael Freedman, Principal of the urban design and planning firm Freedman, Tung, and Bottomley, led an animated discussion and presentation on the topic of "downtown revitalization." The following morning, Mr. Freedman met with City staff and business owners to conduct a follow-up discussion on the evening's event.

The diagnosis for Lodi, according to Mr. Freedman, and with concurrence by many business owners, is that downtown Lodi is half dead. Although the diagnosis is not good, the preparation and implementation of a Downtown Master Plan would in all likelihood bring businesses and people back into the downtown area. One of the keys to Lodi's downtown revitalization is to not compete directly with the "big box" stores (i.e. Wal-Mart, K-Mart, Walgreen, . . .) but to instead, focus on creating an atmosphere which will draw people downtown for special service, and retail opportunities. Much of the revitalization is dependent upon the image or vision which Lodi wants for its downtown area.

The reaction to the symposium has been extremely positive, with only a few businesses remaining skeptical on the idea of a downtown revitalization plan. There is a high energy level and much enthusiasm among many downtown merchants.

Members of the Lodi Downtown Business Association (LDBA) and the Lodi District Chamber of Commerce will be present at the Council meeting to comment on the symposium and the concept of a Downtown Master Plan. Attached is a copy of correspondence to the City Council from the LDBA President Ken Cantrell and a list of signatures from downtown businesses.

APPROVED \_\_\_\_\_

THOMAS A. PETERSON  
City Manager



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Downtown Revitalization Plan  
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FUNDING: None at this time

Respectfully submitted,

A handwritten signature in cursive script, reading "Thos. A. Peterson".

Thomas A. Peterson  
City Manager

Prepared by Janet S. Keeter  
Economic Development Coordinator

TAP:br

Attachment

CCCOM836/TXTA.07A

August 25, 1993

Lodi City Councilmembers  
City of Lodi  
P.O. Box 3006  
Lodi, CA 95240-1910

Dear Councilmembers:

On August 5, 1993, downtown businesses along with concerned citizens and City staff, attended a "Downtown Revitalization Symposium" by Michael Freedman. The Symposium was coordinated by City staff but paid for by businesses and individuals in the community.

The Symposium was quite a success with close to 100 attendees in the audience and with Mr. Freedman proving to be an unusually inspirational speaker. He focused on "before" and "after" projects from several other communities as well as examples of both positive and negative concepts. He created in all of our minds a vision of what Lodi's downtown could be if we join efforts to make it a reality.

In order for a downtown revitalization project to succeed, there must be community-wide support. We strongly believe that downtown is the core of our community and what is beneficial for downtown is beneficial for the entire city of Lodi.

The Lodi Downtown Business Association (LDBA) is anxious to proceed with a downtown revitalization project and will be supportive of the City's endeavors toward this goal. We must proceed quickly because the businesses are enthused and ready to work with the City towards re-awakening our downtown.

Sincerely,



Ken Cantrell  
LDBA President

THE FOLLOWING CITIZENS AND MERCHANTS  
HAVE ENDORSED THE ATTACHED

"DOWNTOWN REVITALIZATION" PROGRAM

NAME	BUSINESS	# OF EMPS.	SIGNATURE
Ken Cantrell	Longs Drugs	44	Ken Cantrell
John Borelli	John Borelli Jewels	4	John Borelli
Mike Locke	CHRISTENSEN'S	5	Mike Locke
JIM GRIFFITH			Jim Griffith
ROBERT M. BARTON	SQUIRE'S	5	Robert M. Barton
Judy Kelly	West	3	Judy Kelly
Patricia Spracher	Wiglets	6	Patricia Spracher
FRANK	FRANK'S DRESSING	4	FRANK BALLEW
Joe Rosen	J. C. Kenney Co.	20	Joe Rosen
FRANK MADDEN	DuBois Fashions	5	Frank Madden
Jim Mitchell	Wiglets Stationer	6	Jim Mitchell
Mike Spracher	THE TREEMAN	4	Mike Spracher
Barbara	Bathrooms & Fix	3	Barbara
FRANK	FREMONT SHOE REPAIR	1	Frank
Paul T. SPADIS	CENTRAL VAL. HOPKINS AREA	3	Paul T. Spadis
Richard Hunter	LASTING IMPRESSIONS	5	Richard Hunter
LaVerne Wallick	LaVerne Coffee Shop	4	LaVerne Wallick
Edie F. Fosen	Fosen Int.	4	Edie F. Fosen
Adam Wallick	LaVerne Coffee Shop	1	Adam Wallick
Barbara Spacher	Valley Center	7	Barbara Spacher
Mary Donahue	GIERHART-WELLS AND DONAHUE FUNERAL HOME, INC.	4	Mary Donahue
Jim Kitchie	Green-Sals	1	Jim Kitchie
Paul Kokiosis	Paul's Hosiery	2	Paul Kokiosis
Maria Cismowski	Stockton Savings Bank	116	Maria Cismowski

"DOWNTOWN REVITALIZATION" PROGRAM

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DISTRICT  
CHAMBER OF COMMERCE

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STATEMENT BY RAY HIRNING, PRESIDENT  
LODI DISTRICT CHAMBER OF COMMERCE  
LODI CITY COUNCIL - SEPTEMBER 1, 1993  
Re: Downtown Revitalization Plan

A healthy and strong Downtown Lodi is vital to all of Lodi. The Chamber commends the joint effort between the Lodi Downtown Business Association, the private sector and the City of Lodi, in conducting the recent DOWNTOWN REVITALIZATION SYMPOSIUM.

Our organization desires to be an active participant in the development and implementation of a Downtown Revitalization Plan. Our two Chamber Lodi Street Faires held in May and October in downtown Lodi attract over 400 vendors and 25,000 people. This demonstrates how downtown can be marketed and promoted, with proper planning.

Our organization enjoys a cooperative relationship with the LBDA, and desires to be an active participant in the development and implementation of a future Downtown Revitalization Plan.

Our new Small Business Committee, in cooperation with the LBDA, City of Lodi, and San Joaquin Delta College Small Business Development Center is conducting a Workshop/Town Meeting and One-On-One Consultations on October 4 through 6th. Kent Burnes will be the leader and the title of the program will be COMPETING WITH NATIONAL DISCOUNTERS. This program will offer valuable techniques to not only downtown business firms, but firms throughout the city.

The Chamber is pleased to learn that a similar revitalization symposium (which was so successful regarding downtown Lodi) is now in the planning stages for Cherokee Lane. A major 1993 objective for our Chamber has been the upgrading of Cherokee Lane. That's because Cherokee Lane creates 1,200 jobs, has 198 businesses, and half of the City's sales tax and almost all of the motel tax!

It's important for Lodi that the public and private sectors focus their efforts on improving not only DOWNTOWN LODI, but also CHEROKEE LANE.

The Chamber will give high priority to completing this important task!

